

# KUWAIT

# ITALY

# EXPO 2020



Bring Your  
Business to Life

KUWAIT - ITALY  
EXPO 2020

Organized by:

**PRIMA**  
MEDIA & EVENT MANAGEMENT





6.2.2020

## TABLE OF CONTENT

THE LOGO	2
OUR VISION	4
OUR MISSION	5
WHY TO INVEST IN KUWAIT	6
FUTURE DEVELOPMENTS AND LANDMARKS	7
SPONSORSHIP PACKAGES	8
EXPO LOCATION	9

The venue will be  
taking place at Kuwait  
international fairground - Hall 5

# THE LOGO



## Bring Your Business to Life

KUWAIT - ITALY  
EXPO 2020

The design of EXPO 2020 Kuwait – The EXPO logo is rationalized according to 3 main dimensions, as explained next:

### SYMBOLISM

The spherical shape in the background represents the shape of the sun which is a symbol of hope, growth and energy. The rays of the sun are personified to take the shape of vibrant and victorious human bodies that represent our entrepreneurs and business partners. In addition, the circle shape indicates continuity, completeness as well as global presence which reflect the spirit of the EXPO.

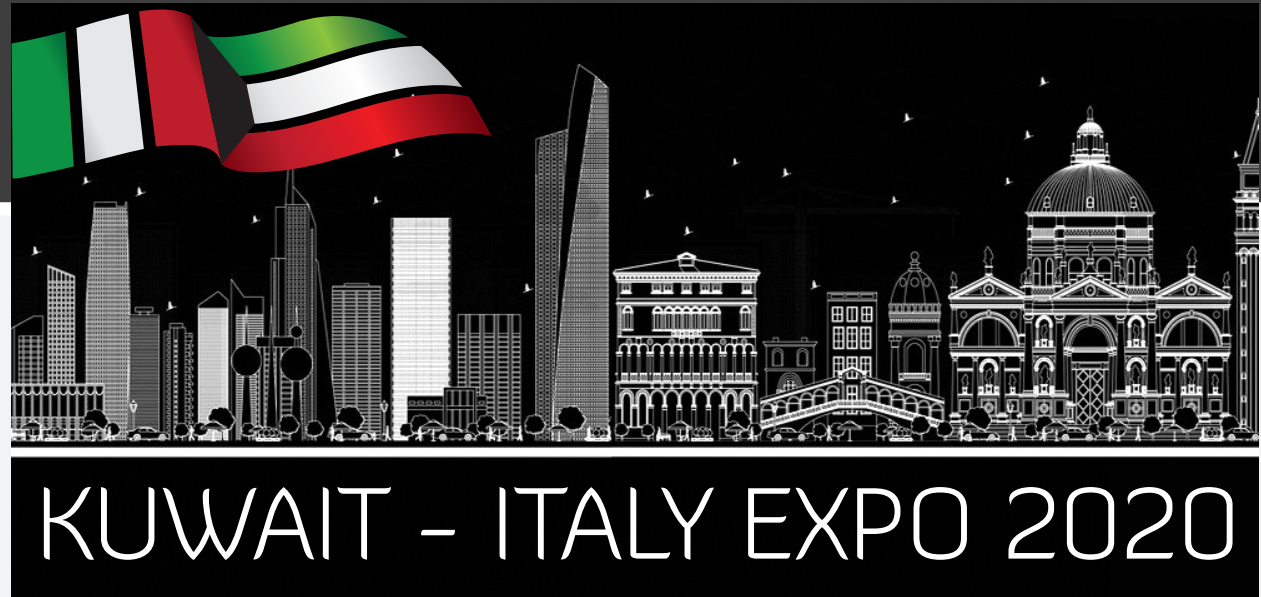
Moreover, the centered shape creates a sense of direction and connectivity among nations and people and identifies a feel of community and cultural values.



## EXPO SLOGAN

### Bring your business to life

- Believe in opportunities.
- Make your business shine by growing a solid network.
- If the opportunity doesn't exist, create it.



## STYLE

We chose a simple, neat and harmonious style for the logo. The assertive symmetric geometric shapes reflect a mood of security, comfort and professionalism. In addition, the careful selection of different shades of gold that smoothly fade out towards the bright circle at the middle reveal empowerment of the youth, passion and desire as well as success and triumph.

## TYPOGRAPHY

The slightly curved-edged font used gives a sense of pride, confidence and innovation.

Overall, the chosen logo depicts this EXPO as an attractive destination that welcomes visitors and retailers from all over the world to live a comfortable and pleasant experience while investing and growing their businesses.

# OUR VISION

## NETWORK. GROW. SUCCEED

We transform ideas into compelling business for our clients while enhancing their brand awareness, contributing to their unparalleled success.







# OUR MISSION

Our strength is developing and sustaining partnerships with our exhibitors by surpassing their expectations. We strive to be a platform whereby investors connect with retailers to form solid and effective long-term relationships through distinguished personal and business integrity.

# WHY TO INVEST IN KUWAIT



- Our main target audience is young and ambitious Kuwaiti investors exploring opportunities and ready to invest in attractive and promising brands and opportunities.
- The EXPO is envisioned to be an annual project.
- Kuwait is a business-friendly country that facilitates the entry of foreign brands by encouraging the small and medium enterprises through a National Fund created by the Government as well as being a tax-free haven.

## THE NATIONAL FUND FOR SMALL AND MEDIUM ENTERPRISE DEVELOPMENT

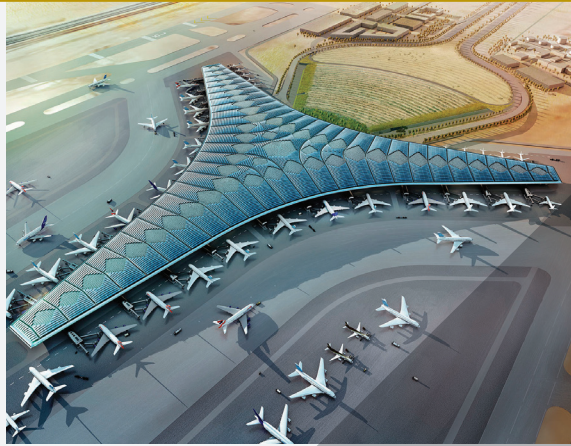
In April 2013, the Government has enacted law number 98 of 2013 to establish a National Fund for SME Development (the “SME Fund”). The law is intended to help the country make a major stride in the efforts to support the youth, combat unemployment, and enable the private sector to drive economic growth. As an independent public corporation, with a total capital of KD 2 billion, the SME Fund will finance up to 80% of capital for feasible small and medium projects submitted by Kuwaiti Citizens. The National Fund for SME Development focus on building an inclusive, collaborative, and innovative ecosystem for entrepreneurs to lay the foundation for economic opportunities in the State of Kuwait.

**Kuwait law**  
**0% tax for foreign investors**



# FUTURE DEVELOPMENTS AND LANDMARKS

Kuwait International Airport



Jaber Al-Ahmad International Stadium



Sheikh Abdullah Al Salem Cultural Centre



Sheikh Jaber Al-Ahmad Al-Sabah Causeway



Sheikh Jaber Al-Ahmad Cultural Centre



Silk City



# SPONSORSHIP PACKAGES



PLATINUM SPONSORS

GOLD SPONSORS

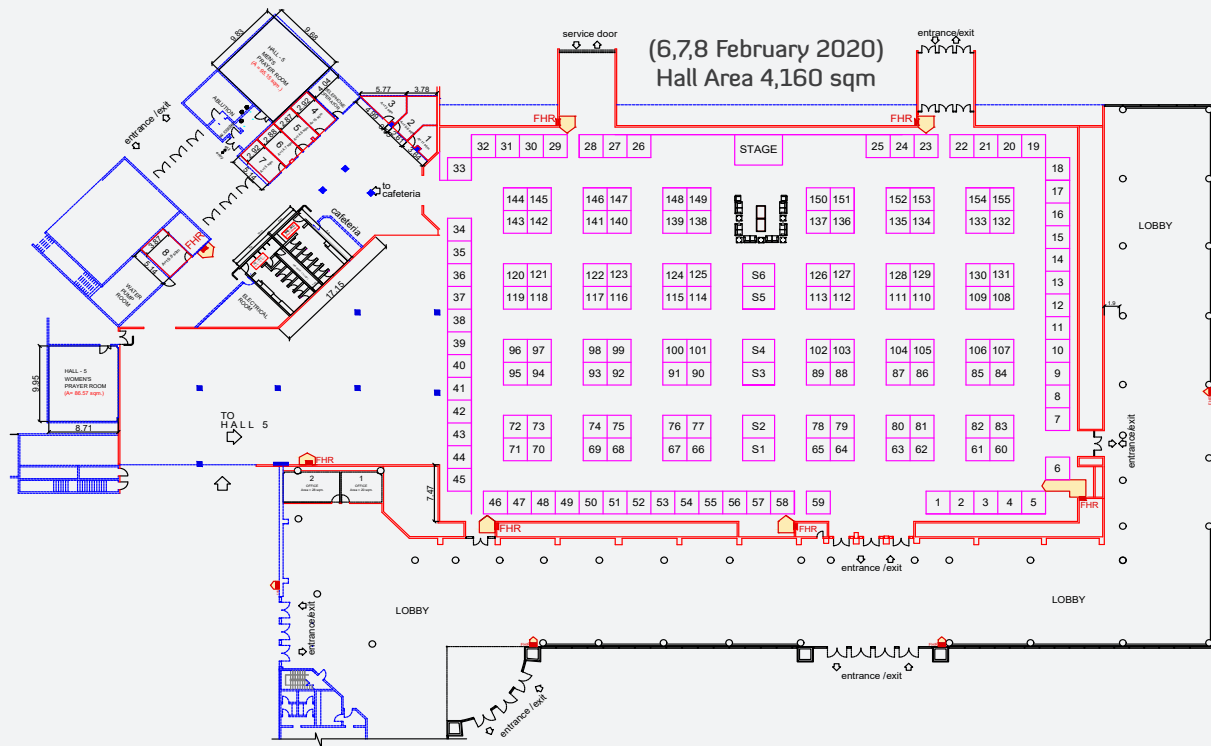
SILVER SPONSORS

To learn more about these opportunities, please contact us at:  
[marketing@mia-kw.com](mailto:marketing@mia-kw.com)



# EXPO LOCATION

On the **6th of February 2020** representatives from over a hundred and fifty Italian companies will be gathered at **Kuwait international fairground mishref hall 5 for EXPO 2020.**



It is a chance for ambitious Kuwaiti investors to connect with thriving Italian companies and create strong long-term business partnerships.

The national fund for small and medium enterprise development will also be present for the three-days program to support your businesses.

So join us to be part of the business handshake between Italy and Kuwait.

